



West Valley City, Utah

City Center Project

Market Profile

Description

Transit-oriented, mixed-use, housing, retail, entertainment, and office town center.

Project Size 150 Acres

Retail Sales

Citywide retail sales in 2004 \$1.45B
Increase over prior year 11.6%

Current Land Uses

Commercial 60%
Multi-family 18%
Public (Quasi-public) 15%
Single-family 7%

Existing Uses

Valley Fair Mall 600k sf
West Valley City Hall 800 emp
West Valley Library
4th District Court
Granger Elementary School
Mass transit Intermodal Center
and TRAX Station (planned)

Mall Tenants (partial list)

JC Penney
Meier & Frank
Mervyns
Red Robin Restaurant
Deseret Book
Jewelry (6 stores)
PAC SUN
Zumiez
Cinemark Theaters

Other Near-by Stores

Staples
Office Max
Michael's
Toys-R-Us
Firestone

Traffic Flows (2002)

I-215 98,000
3500 South 51,000
2700 West 28,000
3200 West 14,000
Bangerter (0.75 miles) 52,000
SR 201 (1.5 miles) 75,000

Contacts

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www.wvc-ut.gov

Demographics

	One Mile Radius	Three Mile Radius	Five Mile Radius
Total population (2004)	18,875	117,943	304,842
Change 1990-2004	20%	23%	21%
Population est. 2009	19,950	123,500	317,576
Household Income > \$60,000	30%	39%	39%
Age: 0-13	25%	23%	24%
14-29	30%	31%	30%
30-49	26%	27%	28%
Daytime employment	12,300	92,100	240,407
Total households	6,323	38,743	100,724
Average household annual expenditures	\$41,200	\$42,950	\$44,100